
240.55

Second Nutrition Education Contacts

Overview

Introduction During a certification period, each WIC participant must have at least one second nutrition education contact. These contacts are referred to as second nutrition contacts, second contacts, or “second eds.” All second nutrition education contacts can be divided into high-risk and low-risk contacts based on the nutrition risk conditions of participants. The risk category determines the personnel and setting required for the contact.

Required topics Second nutrition education contacts include instruction on one or more of the following topics, plus additional topics at the discretion of the provider:

- The participant’s particular nutritional needs according to categorical status,
- The relationship of diet to good health,
- The benefits of consuming a variety of foods in addition to those provided by the WIC Program,
- Foods or nutrients of special interest or need to the participant,
- Desirable changes in eating patterns and methods for accomplishing those changes, and
- Breastfeeding information and support.

Use materials to reinforce messages WIC agencies are strongly encouraged to use appropriate print and audiovisual materials to reinforce the nutrition and health messages provided in second education contacts.

Contact settings Second nutrition education contacts may be:

- In group settings, or
- One-to-one contacts, including:
 - Face-to-face contacts;
 - Electronic mediums such as the Internet, computer software, kiosks and modules; or
 - Scheduled telephone contacts.

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Overview, Continued

Telephone contacts

Telephone contacts are useful when scheduling difficulties or health conditions limit the ability of a participant or parent/caretaker to come to a WIC clinic (e.g., a pregnant woman confined to bed rest). Telephone contacts can also be used with other participants as needed based on work and school obligations. These contacts should be at least five minutes in length in order to identify the purpose of the call, set the direction for the conversation, and allow for discussion during the call.

Note: See Policy 225.85 for information on issuing benefits after telephone contacts.

Internet contacts

The Iowa WIC program only approves www.wichealth.org for participant internet based nutrition education contacts.

Use of nutrition education internet based modules should include components that:

- Direct the participant to appropriate topics based on a nutrition assessment;
- Provide interaction, such as use of scenarios or quizzes;
- Allow the participant to set goals;
- Provide specific examples on how to attain goals;
- Provide “take home” tips and printable reinforcements; and
- Provide a method for follow-up via a face-to-face meeting, or through email, **text messaging** or by telephone, to provide support and allow for the participant to ask questions.

In this policy

This policy contains the following topics.

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High-Risk Contacts

Policy Participants who are at high-risk (as defined in Policy 215.62) must be scheduled for at least one individual education contact by a licensed dietitian and have a nutrition care plan. This contact may take place at certification (see Policy 240.50).

One-to-one contacts required One-to-one contacts allow individualized services and counseling. Schedule all high-risk participants for one-to-one second contacts. High risk participants may use internet based nutrition education if one-to-one follow-up is completed (in person or by phone) following completion of the online nutrition education and the high risk condition is addressed.

Responsible personnel The table below describes who should provide second contacts in different situations.

IF the initial contact was provided by ...	THEN the second contact ...
A licensed dietitian (L.D.)	Can be provided by any CPA or a L.D. as determined by the L.D. that certified the participant
A non-L.D. CPA	Must be provided by a L.D.

Licensed dietitian's role at the second contact At the time of the high-risk contact, the licensed dietitian will:

- Complete an individualized assessment,
- Update the care plan that was initiated at certification,
- Provide education and counseling, and
- Schedule additional contacts or return visits as appropriate.

Note: See Policy 215.83 for more information about nutrition care plans.

Contacts with other nutrition programs Participants with high-risk conditions may be enrolled in other nutrition programs and receiving nutrition education from those programs. These contacts cannot be counted as second nutrition education contacts for WIC because the contacts may not address the participant's high-risk conditions.

Exception

High-risk contacts may be provided by a Head Start licensed dietitian if the dietitian also works for a WIC agency and therefore has access to the child's record. This ensures continuity of services, education, and nutrition care plan documentation. However, these high-risk contacts may be scheduled at the WIC clinic if that meets the family's scheduling needs better.

Exit Contacts for Postpartum Women

Purpose of exit contact	Every postpartum woman “graduating” from the WIC Program must be offered an exit nutrition education contact. This is a second nutrition education contact with specific health messages. The intent of this contact is to reinforce previous participant instruction.
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Note: Exit counseling is recommended although not required for parents/guardians of children before the child’s categorical eligibility ends.

Required topics	Exit contacts must discuss the following health messages: <ul style="list-style-type: none">• The importance of folic acid intake in reducing neural tube defects in future pregnancies,• Continued breastfeeding as the preferred method of infant feeding,• The importance of children’s immunizations,• The health risks associated with using alcohol, tobacco, and other drugs, and• The need for a well-balanced diet.
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Required materials	A brochure or other print materials addressing all of the required health messages must be provided during exit contacts.
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Note: The handout, *Make Healthy Choices for You and Your Family*, addresses all of the required messages.

Responsible personnel	<p>Any CPA may provide low-risk exit contacts.</p> <p>The responsible personnel for high-risk exit contacts depends on who completed the certification and/or the level of service determined appropriate for the second contact. See page 3 for more information about determining who can provide these high-risk contacts.</p>
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Low-Risk Contacts by WIC Personnel

Introduction

Participants without high-risk conditions may be offered second education contacts in either a one-to-one, group or internet based setting, at the discretion of the licensed dietitian who develops the nutrition education plan. These contacts are called low-risk contacts.

Consider one-to-one contacts for some participants

WIC agencies are encouraged to schedule certain groups of participants for one-to-one contacts in order to better meet individual learning needs. These participants include:

- Breastfeeding women less than six months postpartum,
 - Pregnant women who smoke,
 - Infants and children of parent/caretaker with limited family living skills, and
 - Homeless participants.
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Responsible personnel

Low-risk contacts may be provided by:

- Any CPA, and
- Breastfeeding peer counselors.

Note: It is the responsibility of the WIC Coordinator to assure that registered nurses have received the appropriate training and support to provide second nutrition education contacts. Registered nurses are strongly encouraged to work with a WIC dietitian or nutrition educator to plan and present group presentations or facilitate group discussions.

Low-Risk Contacts by EFNEP, FNP, Head Start & Early Head Start

Policy	Nutrition education activities in the EFNEP, FNP, and Head Start or Early Head Start programs may be counted as completed low-risk second contacts when acceptable documentation of the contact is provided to the local WIC program. These contacts include but are not limited to Head Start classroom activities with children, Early Head Start home visits, Head Start and Early Head Start parent meetings, and lessons completed as part of EFNEP or FNP participation.
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Documentation requirements	Acceptable documentation includes the participant's name, the date of the contact and the topic. This documentation can be provided in an attendance list, letter, memorandum, or other written document.
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Note: Due to the limited number of nutrition education topics available in the data system, record the topic that is the most similar to the actual topic presented. If there is not a relevant topic, select "Other" and identify the specific topic in a nutrition care plan.

Agreement required for all Head Start & Early Head Start contacts	<p>The local WIC and Head Start agencies (including Early Head Start) must develop a memorandum of understanding (MOU) or other agreement between their programs in order to count any Head Start nutrition education activities as second education contacts. The agreement must ensure that the activities comply with WIC regulations and nutrition education as well as address the following issues:</p> <ul style="list-style-type: none">• Who will provide the education,• The guidance or input available from a licensed dietitian,• Whether take-home materials for parents are provided,• The method for obtaining documentation of contacts, and• Participation in at least one meeting per year to address program coordination, including the sharing of nutrition education materials, training, planning, and evaluation.
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Note: A written agreement is still required when Head Start or Early Head Start programs and WIC programs are in the same agency.

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Low-Risk Contacts by EFNEP, FNP, Head Start & Early Head Start, Continued

**Agreement
with
EFNEP/FNP
required for
contacts outside
the WIC clinic**

The local WIC and EFNEP programs must develop a memorandum of understanding (MOU) or other agreement between their programs to address the method for providing documentation for contacts that take place outside of the WIC clinic setting.

It is not necessary for the agreement to address who will provide the education, the guidance or input available from a licensed dietitian, or whether take-home materials for parents are provided because EFNEP and FNP personnel in Iowa receive standardized training and use a standardized curriculum. In addition, the state EFNEP, FNP, and WIC program agreement addresses program collaboration and referrals (see Policy 240.65 for a copy of the agreement).

Low-Risk Contacts by Other Health Professionals

Policy

Low-risk nutrition education contacts provided by other health professionals may be counted as completed second nutrition education contacts when the contacts are planned activities. This helps ensure that nutrition education needs of clients are addressed. Coordination and collaboration with other programs should result in consistent nutrition messages and reduce duplication in services.

Other health professionals

One-to-one or group contacts provided by licensed dietitians, certified family consumer scientists, registered nurses, health educators, and registered dental hygienists employed by other nutrition and health programs may be counted as completed low-risk second contacts. Examples of nutrition and health programs include but are not limited to the following:

- Iowa State University Extension
 - Iowa Egg Council
 - Dairy Council
 - Community hospital nutrition and health promotion programs
 - Community nutrition coalitions
 - Title V MCH Programs.
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Planning the contact

It is strongly recommended that a WIC dietitian or nutrition educator work with the health professional to plan the content. Information about the demographic characteristics of the WIC clients, including their learning styles and information needs, will help the health professional prepare information targeted to your clients. Discuss your expectations with the speaker including:

- Learning objectives,
- Interactive format,
- Print or other materials to reinforce messages, and
- Activities to practice new skills.

Note: “Walk by” displays where participants only taste test foods or pick up printed materials do not constitute second contacts. See Policy 240.30 for the definition of nutrition education.

Summary Table: Who Can Provide Second Contacts

Summary table The table below lists the types of second contact and who can provide each type of contact.

Personnel	High-risk	High-risk exit	Low-risk exit	Other low-risk
Licensed dietitian, including Head Start and Early Head Start dietitians who also work for a WIC agency	X	X	X	X
Non-L.D. CPA	X ¹	X ¹	X	X
Breastfeeding peer counselor				X ²
Other Head Start and Early Head Start personnel				X
EFNEP and FNP				X
Health professional or health educator from another nutrition and health program				X

1 At the discretion of the L.D. that certified the participant

2 Only for breastfeeding promotion and support

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